SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR BENCHMARKING IN A SUPPLY CHAIN MANAGEMENT FRAMEWORK

5   **ABSTRACT**

A system, method and computer program product are disclosed for benchmarking in a supply chain utilizing a network. Benchmark data that relates to sales of products by outlets in a supply chain is collected utilizing a supply chain management framework.

10   The benchmark data is the categorized based on characteristics of the outlets. Next, the benchmark data of each of the outlets is compared. This comparison is then fed back to the outlets utilizing the supply chain management framework.